



<b>POSITION</b>	<b>SENIOR VICE PRESIDENT OF HYPERSCALE SALES</b>
<b>REPORTS TO</b>	Nicholas Laag – Founder & CEO
<b>DATE</b>	October 2021
<b>LOCATION</b>	North America – Serving the Americas & Europe
<b>MORE INFORMATION</b>	<a href="https://primedatacenters.com/">https://primedatacenters.com/</a>
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### COMPANY OVERVIEW

Prime Data Centers is a data center developer and operator delivering build-to-suit, powered-shell, and turnkey solutions to retail colocation providers, hyperscalers, and large enterprises. Through its unique “Partnership-as-a-Service model,” Prime redefines the traditional corporate partnership by offering flexible ownership options and dynamic leasing structures. Privately owned and operated by top real estate and technology leaders, Prime acquires, develops, and operates data center environments designed to scale while accelerating time-to-market and solving today’s most complex infrastructure challenges.

Prime is a private firm owned by entrepreneurs controlling \$6B in assets, with a 15-year tenure in development of technology and real estate projects, Prime provides customers with ownership options and dynamic leasing models defining a true corporate partnership.

Prime is wholly focused on wholesale data center development targeting the TMT space comprised of hyperscale, cloud, retail colocation, and large enterprise customers as well as Media & Entertainment and Healthcare markets. Prime is a solutions provider with a history of partnering to achieve aligned business outcomes vs offering a pre-determined product or service. Prime is build-to-suit oriented committed to meeting customer’s requirements through a variety of solution vehicles.



## PRIME DATA CENTER LOCATIONS

Prime currently owns 6 data center projects with an additional 5 projects under contract and anticipated for closure Q4 2021 / Q1-2022. Key facts –

- 2 are fully leased and operational
- 1 is under construction and pre-leased
- 3 are in permitting / leasing stage
- The balance are in planning phase
- Total = 400+MW –
- 7 in California - 4 in Santa Clara, 2 in Sacramento, and 1 in Hayward
- 1 campus in Chicago, IL
- 1 campus in Madrid
- 1 campus in Munich
- 1 campus in Frankfurt
- Pipeline with LOI stage deals in N VA, Atlanta, and Phoenix

### Sacramento Data Center Campus

Prime's Data Center campus in Sacramento is located on 38 acres in McClellan Business Park, less than 90 minutes from the Bay Area with impressive amenities and tax incentives.

- Outside the 500-year flood plain
- Low seismic risk
- Privately-owned 50 MVA sub-station, expandable to 150 MVA
- Affordable, renewable power with 30-50% savings compared to the SF Bay Area
- ~3ms latency to San Jose and San Francisco

Drone video of SAC property: <https://youtu.be/WWu02bevSfw>

### Silicon Valley Data Center - Martin

This Silicon Valley data center facility is the newest addition to the Prime Data Centers wholesale portfolio. 2175 Martin Avenue in Santa Clara offers 80,000 square feet of space and sits on a 1.68-acre plot entitled for a 9MW data center with construction start estimated for Q2 2022. Expandable to a 36MW facility.

### Santa Clara Data Center – Comstock – Fully leased to Cyxtera

Prime's newest data center is in the heart of Santa Clara, strategically located on major fiber routes and multiple power feeds with up to 40% lower power rates than other San Francisco Bay Area utilities. Prime Data Centers has pre-leased this property to Cyxtera.

### Hayward Data Center – Fully leased to single F50 tenant

This 20MW two-story flex building comprising 145,850 square feet on 4 acres is 100% leased by a leading Fortune 50. The property was built in 2015 as a build-to-suit and has become a state-of-the-art data center which serves as a strategic mission critical asset in Northern California.\



**Elk Grove Village Data Center - Planned** Prime Data Centers recently announced that it will invest \$1 billion to create a three-building, 150MW, 750,000 square foot data center campus in Elk Grove Village, the leading cloud hub in the Western Chicago suburbs near O’Hare Airport. This is a wholesale build to suit focused on hyperscale and large enterprise tenants.

## INTERNATIONAL DATA CENTER LOCATIONS

### **Madrid Campus**

60MW critical facility in design phase

### **Frankfurt Data Center – Project Wolf**

Estimated closing Q4 2021. 227,000 square foot, 25MW capacity

### **Munich Data Center – Project Marie**

225,000 square foot, 5 acres, 30MW capacity

## CHAPTER / CHARTER

Prime is a privately funded entity founded by Data Trust Holding which is a partnership between Nicholas Laag, Klaus Wecken, and Marc Leffin who have been doing business together for 17 years in real estate development and platform creation. Prime was founded to capitalize long term on the structural growth in infrastructure serving the needs of compute, storage and mobile data. Prime is a pure play wholesale hyperscale data center developer and operator with long-term goal to be top 3 private owner operators serving large enterprise, technology, hyperscale, cloud, and retail colocation partners in Americas and Europe.

Prime Data Center’s endeavors to disrupt the traditional data center services model by introducing a “Partnership as a Service” business model which has proven successful for their customers. Prime takes a different approach to partnership by co-creating capital expenditure and infrastructure strategies with its customer that both advance their physical business interests in the digital works and increase per share valuations.

Prime has secured a ~400MW project pipeline in different phases of development in the US, Europe, and Latin America. Their target capital investment over the next 10 years is > \$5B.



## COMPANY MISSION, VISION, VALUES, & CULTURE

**Prime Mission:** Prime takes a different approach to data center development partnership by co-creating capital expenditure and real estate strategies with its customers that both advance their physical business interests in the digital world and increase per share valuations. A private firm owned by entrepreneurs controlling \$6B in assets and a 15 year tenure in development of technology and real estate projects, Prime provides customers with ownership options and dynamic leasing models defining a true corporate partnership.

**Prime Vision:** Our vision is a world in which critical data of all types are more secure, more accurate, and more useful to humanity. Our purpose is to work towards achieving that vision through a true Partnership-as-a-Service model and work and build together to solve today's most complex infrastructure challenges.

**Prime Values:**

- Partnership-driven through our Partnership as a Service model
- Customer-committed to accelerate speed-to-market
- Team-centric because we are only as good as our people
- Future-focused to scale with you rapidly
- Transparent and Frictionless so we can solve complex infrastructure challenges together
- Creative and Flexible, we roll up our sleeves to deliver and develop what you need when you need it
- Sustainability-focused to mitigate carbon impact and fight climate change
- Open-Minded and Opportunistic as we continue innovating and delivering what customers want

**Prime Culture:** Prime's founders have excelled together because their businesses intentionally retain an entrepreneurial, open, transparent, fun, and fulfilling environment. They encourage team collaboration and open interaction resulting in a culture where people are self-accountable and aspire to do their best because they know results are rewarded.



## PRIME DATA CENTER'S SENIOR LEADERSHIP TEAM

Prime Data Center's Leadership team has a \$10B+ track record in the development and acquisition of real estate and operating businesses to include Data Center, IT, Engineering, and Private Equity. They have 20+ years and 100MW of global data center and real estate design, construction, and operating experience to include the origination and execution of leases generating \$500M+ per annum.

### Meet the Team



**NICHOLAS LAAG**  
*Founder & CEO*

[LinkedIn Profile](#)



**ULRICH PELZ**  
*CFO*

[LinkedIn Profile](#)



**JEFF BARBER**  
*EVP, Sales & Business  
Development*

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**HOCH CHO**  
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**JONATHAN GIBBS**  
*SVP, Design &  
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**JENNY PRZYGRODZKA**  
*Finance Director*

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**JON FALKER**  
*Marketing Director*

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## FINANCIAL PARTNER



June 2021 - [Prime Data Centers Announces Strategic Partnership And Equity Investment With Macquarie Capital](#)

Macquarie Capital Group (MCG) is the corporate advisory, capital markets and principal investment arm of Macquarie Group. Macquarie Capital has been a pioneer and global market leader in the infrastructure sector for over three decades. Its global expertise includes a broad range of infrastructure projects covering traditional core sectors such as transport and accommodation as well as emerging sectors such as digital infrastructure. Macquarie Capital's Energy Principal team provides flexible capital across the project lifecycle of energy infrastructure projects, from development through operations, to unlock value and enable growth.

### **Additional Press Releases regarding Prime Data Centers & Macquarie Capital partnership.**

June 2021 - [Macquarie Capital announces strategic partnership with Prime Data Centers](#)

June 2021 - [Macquarie Capital announces \\$5 billion partnership with Prime Data Centers Investment company to help fund Prime's 400MW project pipeline](#)

## COMPANY NEWS

September 2021 - [Prime Data Centers Plans \\$1 Billion Project in Suburban Chicago](#)

July 2021 - [Prime Data Centers Announces New Silicon Valley Data Center](#)

June 2021 - [Prime Data Centers Announces Pre-Lease Of 9MW Silicon Valley Facility To Cyxtera](#)

December 2020 - [Private Cloud Vs. Public Cloud](#)



## **SENIOR VICE PRESIDENT OF HYPERSCALE SALES**

The Senior Vice President of Hyperscale Sales (SVPH) will work in collaboration with the Senior Leadership Team (SLT) to author and execute Prime Data Center's (Prime) hyperscale specific go-to-market strategy to achieve corporate and per asset / location revenue plans. This requires a sophisticated deal developer with demonstrated history of successfully navigating complex Hyperscale and Cloud Platform unique decision-making environments. The SVPH will guide Prime to achieve revenue objectives along with the SLT to build a thought leading, progressive, world-class business. The SVPH is expected to instill an environment of positive innovation, possibilities, and conviction for Prime and their customers. Prime's entrepreneurial, fast-paced culture requires an ambitious and creative servant leader who is eager to bring thoughts and solutions to the table and make an enduring impact on a global data center development and operating organization.

### **DUTIES & RESPONSIBILITIES**

#### **Revenue and Customer Engagement**

- The SVPH is directly accountable for Prime's revenue creation and achieving agreed upon performance benchmarks and milestones.
- Be strategic, think around corners, organize the team, interact with industry influencers, decision makers, existing clients, and targeted prospects.
- Develop and implement sales infrastructure, systems, and KPI / metrics for success in the anticipated winning of 10's of MWs of new leveraged infrastructure annually.
- Manage key client relationships and actively participate in developing and closing strategic opportunities.
- Exceed client expectations by encouraging extreme customer orientation. Every behavior and engagement should contribute to an elevated level of client satisfaction.

#### **Strategy**

- Develop expertise in Prime's Partnership as a Service philosophy, approach, and capabilities.
- The SVPH is expected to think ahead, look around corners, and effectively navigate Prime to achieve near term revenue objectives while assuring long term revenue pipelines.
- Ensure accurate sales forecasting; define, analyze, and interpret key sales metrics; track, manage and maximize team effectiveness.
- Establish successful sales and marketing campaigns that support extreme customer engagement initiatives which effectively educate and transfer knowledge.
- Guide necessary adaptations to product and service offerings.

#### **Executive Management**

- Provide organizational leadership as a member of the Prime executive team; participate and represent Prime sales activities in strategy meetings where applicable.





- Maintain the highest level of professionalism and personal integrity in making decisions, maintaining citizenship, ensuring accuracy, and providing transparency.
- Promote Prime as an earnest industry thought leader through demonstrated actions and activities. Make the right call. Fail fast. Succeed faster.
- Be the behavior you expect from your team. A large-scale MW game hunter who breaks down effective go-to-market strategies to a distributed and multi-faceted team.

## KEY QUALIFYING CRITERIA

**Revenue Acquisition Leadership** - Sophistication in their approach to the art of the deal, demonstrating critical thinking in an outcome, win-win orientation. “Chess not checkers.” Hunter mentality. A revenue-oriented executive and a talent magnet to the organization.

**Go to Market** – History of authoring a go-to-market strategy, whether as an individual contributor or leading a team, which was subsequently implemented, executed on, and resulted in measurable corporate value creation and an enduring legacy of success.

**Financial Acumen in an Invested Environment** - A high data center economics business acumen to creatively model solutions, identify customer’s levers, and execute when the time is right. Understands and balances the financial stake with external and internal stakeholders.

**Growth** - Effective leadership, conviction, and courageous decision making at scale in a high growth environment requires a unique blend of humility, conviction, and courage. The SVPH primary charter is to grow revenue, first and foremost, however that may be defined.

**Collaboration** – Effective deals and relationship development manifest in the delivery of the final product ensuring the customer’s integration and coordination with finance, design, engineering, construction, commissioning, and operations ... all on time and budget.

**Solutions Orientation** - Consultative, solutions orientation across design, financing, operations, and ownership. 100% customer orientation redefining traditional cost, growth, and margin models to change OPEX vs CAPEX, ROI, & TCO propositions.

**Credibility** - This SVPH will be known, recognized, and respected executive with broad market and vertical relationship value with large enterprise, technology, hyperscale, and cloud platform clients via direct sales and a broad alliance of influencers.

## WHY CONSIDER THIS OPPORTUNITY WITH PRIME DATA CENTERS?

**Precedent** – Prime’s Founders and Principals bring deep expertise with a \$10B data center and real estate development track record of success on a global basis. Prime’s senior leadership team is credentialed across data center, IT, design, engineering, and finance industries.

**Competitive Advantage** – Prime’s Partnership-as-a-Service (PaaS) value proposition is entirely unique in the wholesale data center market. PaaS redefines traditional corporate partnership by offering a myriad of strategic, flexible ownership options and/or dynamic leasing structures.





**Leverage** – Prime's partnership with Macquarie Capital Group (MCG) offers immediate access to over 400MW of developable data center infrastructure and a \$5B investment target which allows for and encourages sustainable growth initiatives and value creation.

**Prepared** – Prime's global development history and earned partnership with MCG equips them with a long view of ensuring they are addressing the financial, sustainable, flexibility, contract vehicles, innovation, and sophistication required by wholesale data center consumers.

**Growth Orientation** – This dynamic growth chapter with Prime offers entrepreneurial and opportunistic minded professionals the opportunity to flex their strengths and be challenged and rewarded with decision making authority resulting in measurable and impactful outcomes.

## **COMPENSATION**

The compensation package for the SVP Hyperscale Sales will include a highly competitive annual earnings opportunity comprised of a base salary and commissions, along with an above market long-term incentive compensation proposition in the form of equity.

## **SEARCH PROCESS**

Following a thorough exchange of information relating to company information, resume, and key qualifying criteria, CFS Partners anticipates recommending a short list of candidates to Prime Data Centers for video introductions with Nicholas Laag in November 2021. We will down select to a short list to be introduced to other members of the Senior Leadership Team. We will then make arrangements for finalists' meetings in person. The selected finalist will be presented with a compelling offer contingent on clean reference and background checks.